



*Follow the Yellow Brick Road . . .
What Does My Emerald City Look Like?*

What is My Relationship to Money?

**A Presentation by Rhonda Robbins to:
Entrepreneurial Class at SWIHA -
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***Money is
the exchange medium for
your creative expression
and energy***

***Money
has no value
unless it is moving***

***There is an
abundance of
money***

Number of Millionaires in U.S.












- CNN Money Writer, Aaron Smith, wrote on March 16, 2011 that Millionaires are on the rebound
- Millionaire population jumped in the U.S. by 8% last year (2010)
- U.S. households worth at least \$1 million rose to 8.4 million in 2010 (7.8 in 2009)*
- Broader affluent population grew in 2010
 - households with net worth of \$500,000+ grew

* Source: Spectrem Group



Who Wants to be a Millionaire?

HNWI = High Net Worth Individual

HNWIs (more than US\$1 million, in 2009) ^[13]			HNWIs (more than US\$1 million, in 2010) ^[13]	HNWI Growth Rate (%)2009-2010 ^[13]
Rank	Country	Number	Number	Number
—	World	10,000,000	10,900,000	9.0
1	 United States	2,886,200	3,104,000	8.3
2	 Japan	1,650,000	1,739,000	5.4
3	 Germany	861,500	924,000	7.2
4	 China	477,400	535,000	12.0
5	 United Kingdom	448,000	454,000	1.4
6	 France	383,000	396,000	3.4
7	 Canada	251,300	282,000	12.3
8	 Switzerland	222,000	243,000	9.7
9	 Australia	173,600	193,000	11.1
10	 Italy	179,000	170,000	-4.7
11	 Brazil	146,700	155,000	5.9
12	 India	127,000	153,000	20.8

Source: Phillips, Peter (2006). *Censored 2007: The Top 25 Censored Stories*. Seven Stories Press. p. 207. ISBN 1583227385.



Millionaires in the United States

Top 10 counties by HNWI's (more than \$1 million, in 2009)^[19]		
County	State	Number of millionaire households
Los Angeles County	California	268,138
Cook County	Illinois	171,118
Orange County	California	116,157
Maricopa County	Arizona	113,414
San Diego County	California	102,138
Harris County	Texas	99,504
Nassau County	New York	79,704
Santa Clara County	California	74,824
Palm Beach County	Florida	71,221
King County	Washington	68,390

Source: http://www.streetdirectory.com/travel_guide/73297/real_estate/top_10_us_counties_with_the_most_millionaires.html



Distribution of Wealth

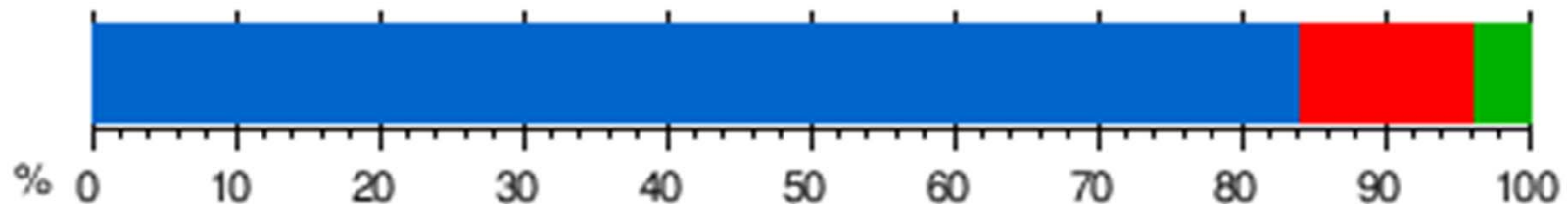
- In the United States at the end of 2001, 10% of the population owned 71% of the wealth and the top 1% owned 38%.*
- At the bottom, 40% owned less than 1% of the nation's wealth*
- PBS report by Solman on Aug. 16, 2011
Aug. 16, 2011 -- ***Land of the Free, Home of the Poor*****
 - Top 20 percent of Americans hold 84% of U.S. wealth**
 - 2nd 20 % holds 11%**
 - 3rd 20 % holds 4 %**

* Source: Phillips, Peter (2006). *Censored 2007: The Top 25 Censored Stories*. Seven Stories Press. p. 207. ISBN 1583227385.

**Source: http://www.pbs.org/newshour/bb/business/july-dec11/makingsense_08-16.html

Actual Distribution of Wealth in U.S.

- The 4th 20% (0.2%) and the Bottom 20% (0.1%) are not visible



Source: http://en.wikipedia.org/wiki/Distribution_of_wealth

You May not Want to Be a Millionaire

- But,

“Where do you fall out in all of this?”

- What you DO want?
- How much DO you want?
- When DO you want it?

You May not Want to Be a Millionaire

- Why are you opening a business?
- What makes you unique?
- What is the “**well-formed outcome**” you are seeking?
 - *What will that do for you in your life?*
- How much money do you want to make?
- How much is enough, and how will you get it?
- Do you have a mindset of “**abundance**” or of “**scarcity and poverty?**”

Starting to Define Your \$ Goal

- **What do I want?**
 - *how much money each month?*
 - *How much money for the year?*
 - *how many clients for the month?*
 - *how many clients for the year?*
 - *how many monthly sales, services or products?*

Starting to Define Your \$ Goal

- **What do I want?**
 - *Where do I want to live?*
 - *What kind of car do I want to drive?*
 - *Where do I want to work?*
 - *How many hours do I want to work?*
 - *How many trips, vacations or trainings do I want to attend?*
 - *At the end of the year, what do I want to “look back” to and “have accomplished?”*

Decide What You Want, **Give it a Date**

- Decide what you want
- Give it a completion date:

I want to have 35 clients every month by June 15, 2012

- Call what you want into **“being”**
- **Line-up** with and **focus** on
“what you want”

What Beliefs Do I Have Around \$

● Positive:

- \$ gives me freedom of time, choice
- When I have abundance, I have more to share
- I have enough money for everything I want in life, for me, for others
- Abundance gives peace, joy, relaxation
- Life is easier
- I am protected:
 - Safety
 - Security
 - Health
 - Mental
- I am not afraid, absence of fear
- Money is an equalizer

● Negative:

- Money is hard to earn
- I can't afford that
- Money doesn't grow on trees
- Money slips through my fingers
- Money, you can't take it with you
- Focus on money causes me to lose track of what is important
- I am bad, selfish or wrong if I have too much money
- I am corrupt and/or greedy for wanting money
- People with money are rude, arrogant and do injurious things
- I am always afraid I won't have enough money to make my life work
- People only love me for my \$

Relationship to Money

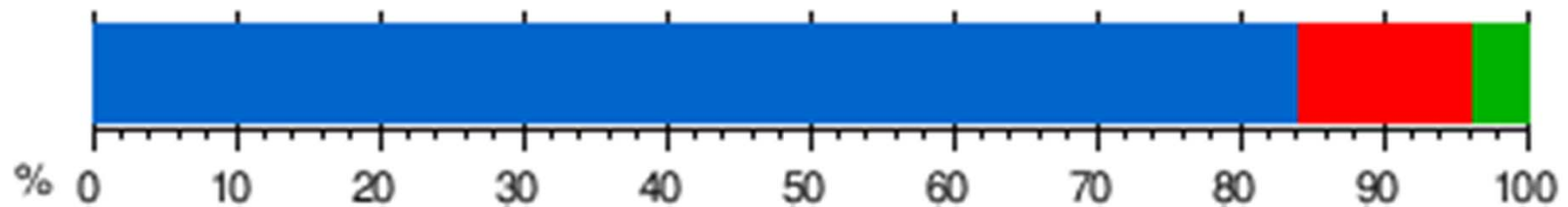
Whatever your personal relationship to money is, that is what your business relationship to money is going to be.

Your Annual Income is the average of your best five friends

- Who are you surrounding yourself with?
 - People with a JOB?
 - Or successful business owners and individuals?
- Who are you getting business advice from?
 - People with a JOB?
 - Or successful business owners and individuals?
- Broke people cannot tell you
how to make money

Is it a JOB -- or are You an Owner?

JOB = JOURNEY OF THE BROKE



***Instead of
“getting a job,”
Consider going for an MBA,
“Massive Bank Account”***

***If money is
the exchange medium for
my creative expression and
energy, what do I want to
see as the self-expression
of myself ?***

What am I worthy of?

***What kind of success
“vibration” do I want
to create?***



***My thoughts need to be in
congruence with what
I want to achieve.
Believe to achieve.***